



For Immediate Release

**KERASOTES DEBUTS SHOWPLACE ICON THEATRESM
AT ROOSEVELT COLLECTION**

“Movies with More Features” comes to Chicago Dec. 18

Chicago, Illinois, December 14, 2009—ShowPlace ICON TheatreSM debuts at the Roosevelt Collection in Chicago on Friday, December 18. Located on the north side of Roosevelt Road just west of Clark in the South Loop, ShowPlace ICON redefines how movies are enjoyed in Chicago with a multi-sensory experience of lounge, dining and digital widescreen picture and sound.

“The ShowPlace ICON represents the culmination of years of planning with the goal of elevating movie going to a new level. As Kerasotes Theatres celebrates its 100th anniversary, we are proud to introduce to Chicago our new ShowPlace ICON and believe it will set a new standard for our guests to enjoy,” said Dean Kerasotes, Chief Operating Officer.

SIP, SAVOR, AND SEE AT THE SHOWPLACE ICON THEATRESM

Luxurious design, state of the art technology and delectable dining converge into a fresh cinematic experience.

The Lobby Lounge

The lounge comes from the mind of celebrated restaurateur, Jerry Kleiner, whose venues 33 Club, Carnivale, Marché, Red Light, Opera and Gioco are among the most popular and original nightspots in Chicago. Custom designed furniture, bar, and lighting create a warm, lavish but edgy atmosphere that captures the glamour of Hollywood where guests will enjoy amazing views of the Chicago skyline. Guests 21 years and older may enjoy cocktails, wine, or beer with savory food made from fresh ingredients in the lounge or VIP Premium seating areas.

VIP Premium Seating

Two VIP Premium seating areas are available to guests at least 21 years of age. Custom designed, oversized loveseats are separated by personal tables for food and drink, providing the ultimate in luxury and comfort.

ICON Reserve and ICON VIP PREMIUM Reserve Seating

All 16 ICON auditoriums and two ICON VIP Premium auditoriums feature reserved seating. Guests can choose their film and show time, select their seating, purchase

tickets and print tickets at home using Fandango.com online ticketing service. Tickets can also be purchased at the box office or by using the convenient ticket kiosks.

The Film Presentation

We are serious about making every presentation a premier event and giving guests the magic of the movies. Cutting edge digital cinema projectors—capable of displaying 35 trillion colors—allows each frame to appear exactly how the director imagined it. The projectors produce the brightest images available with unparalleled accuracy on large, wall-to-wall, giant screens. ShowPlace ICON TheatreSM has five screening rooms equipped with RealD 3D technology for the brightest 3D presentations in the market. High-performance digital sound systems let you hear every whisper of dialogue and experience every explosion in full digital detail, without being overwhelmed. The two VIP Premier auditoriums have sound systems powered by 26,000 watts of power for distortion free listening.

ShowPlace ICON TheatreSM Concessions with More Features

In addition to classic movie fare, the concession bar at the ShowPlace ICON will introduce new choices to guests:

- Starlite Frozen Yogurt, a healthy, non-fat treat with probiotic cultures in Original Tart and Wildberry flavors along with fresh fruit and dry toppings
- Far Coast Specialty Coffees and Teas imported from the most exotic corners of the world and are certified either by the Fair Trade or Rainforest Alliance
- Freschetta® pizzeria quality thin crust pizza
- Real butter may be selected to top your popcorn

ShowPlace ICON TheatreSM Additional Amenities

An unexpected entertainment experience with unmatched attention to design, comfort, and detail, everything is created in cinematic style exclusive to ShowPlace ICON TheatreSM, in an atmosphere free of distractions and irritations too common in many public venues. To make the guests' experience exceptional, ShowPlace ICON offers:

- Free parking available as an introductory special in the Roosevelt Collection garage accessible from the plaza level or Wells Street – Limited time offer!
- Total stadium seating in all auditoriums for perfect viewing
- Online, print at home ticketing through Fandango.com with no service fee through December 31, 2009
- NO preshow advertising
- NO lobby video games
- Seating discontinued after film commences
- Policies to encourage courteous behavior
- www.showplaceicon.com features theatre information, show times, online ticketing and Extras club membership

ShowPlace ICON EXTRAS ClubSM

The EXTRAS club offers premium perks like ticket priority, upcoming film events announcements, concession specials and Lobby Lounge events. Visit showplaceicon.com for details.

About Kerasotes ShowPlace Theatres, LLC

Kerasotes ShowPlace Theatres, LLC is the sixth largest motion picture exhibitor in the United States. Founded in 1909, the company grew from a single storefront nickelodeon in Springfield, Illinois to one of the industry's premier companies. Based in Chicago, Kerasotes ShowPlace Theatres is managed by third generation family, Tony and Dean Kerasotes. Kerasotes ShowPlace Theatres operates 96 theatres with 973 screens in Illinois, Indiana, Iowa, Minnesota, Missouri, Ohio, Colorado, Wisconsin, California, and New Jersey. Visit www.kerasotes.com for information about Kerasotes ShowPlace Theatres.

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